

Amendments to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1-34. (Canceled)

35. (Currently Amended) A method for ~~identifying, tracking~~ consumer interest in merchandising locations in a retail store, ~~garment styles having a problem with fit or detailing,~~ the method comprising:

associating a radio frequency identification (RFID) tag with each garment of a plurality of garments in the retail store, ~~wherein the RFID tag includes style information of its garment;~~

associating each RFID tag with style information of its associated garment;

scanning the RFID tagged garments to determine their merchandising locations on a sales floor of the retail store;

scanning the RFID tagged garments that are taken to a fitting room of the retail store by a plurality of customers;

scanning the RFID tagged garments that are purchased after being taken to the fitting room;

subtracting the RFID tagged garments that are purchased after being taken to the fitting room from the RFID tagged garments that are taken to the fitting room to yield tried-on-but-not-purchased RFID tagged garments; and

displaying, for a tried-on-but-not-purchased RFID tagged garment, the frequency with which the tried-on-but-not purchased RFID tagged garment is tried on, style information of the tried-on-but-not-purchased RFID tagged garment, and the merchandising location of the tried-on-but-not-purchased RFID tagged garment

~~comparing the RFID tagged garments that are purchased after being taken to the fitting room to the RFID tagged garments that are taken to the fitting room;~~

~~determining, from the comparison, RFID tagged garments that are tried on but not purchased;~~

~~compiling style information associated with the RFID tagged garments that are tried on but not purchased; and~~

~~identifying, from the compiled style information associated with the RFID tagged garments that are tried on but not purchased, garment styles that are tried on but not purchased,~~

~~wherein the garment styles that are tried on but not purchased are the garment styles having a problem with fit or detailing.~~

36. (Currently Amended) A method for tracking consumer interest in merchandising locations within a retail store comprising:

associating a radio frequency identification (RFID) tag with each garment of a plurality of garments in the retail store;

scanning the RFID tagged garments to determine their merchandising locations on a sales floor of the retail store;

scanning the RFID tagged garments that are taken to a fitting room of the retail store;
correlating the RFID tagged garments that are taken to a fitting room of the retail store
with their merchandising locations; and
~~showing displaying~~, based on the correlation, ~~the relationship between~~ the frequency with
which a an RFID tagged garment is tried on and the RFID tagged garment's merchandising
location.

37. (Currently Amended) A method for ~~identifying~~, tracking consumer interest in merchandising
locations in a retail store, ~~garment styles having a problem with fit or detailing~~, the method
comprising:

associating a radio frequency identification (RFID) tag with each garment of a plurality
of garments in the retail store, ~~wherein the RFID tag includes style information of its garment~~;
associating each RFID tag with style information of its associated garment;
scanning the RFID tagged garments to determine their merchandising locations on a sales
floor of the retail store;

scanning the RFID tagged garments that are taken to a fitting room of the retail store by a
plurality of customers;

~~compiling the style information of the RFID tagged garments that are taken to the fitting~~
~~room~~;

scanning, from among the RFID tagged garments that are taken to the fitting room, the
RFID tagged garments that are purchased;

subtracting the RFID tagged garments that are purchased from the RFID tagged garments that are taken to the fitting room to yield tried-on-but-not-purchased RFID tagged garments; and displaying, for the tried-on-but-not-purchased RFID tagged garments, the frequency with which the tried-on-but-not purchased RFID tagged garments are tried on, style information of the tried-on-but-not-purchased RFID tagged garments, and the merchandising locations of the tried-on-but-not-purchased RFID tagged garments

~~comparing the RFID tagged garments that are taken to the fitting room with the RFID tagged garments that are purchased;~~

~~identifying the RFID tagged garments that are taken to the fitting room but not purchased;~~

~~determining, from the compiled style information, garment styles of the RFID tagged garments that are taken to the fitting room but not purchased;~~

~~wherein the garment styles of the RFID tagged garments that are taken to the fitting room but not purchased are the garment styles having a problem with fit or detailing.~~

38-47. (Canceled)

48. (Currently Amended) The method of claim 36, further comprising:

scanning RFID tagged garments that are taken to the fitting room and subsequently purchased to determine tried-on-and-purchased RFID tagged garments; and

~~compiling~~ displaying the tried-on-and-purchased RFID tagged garments and
merchandising location information of the tried-on-and-purchased RFID tagged garments that
~~are taken to the fitting room and subsequently purchased; and~~
~~reporting to the user merchandising locations of the RFID tagged garments that are taken~~
~~to the fitting room and subsequently purchased.~~

49-50. (Canceled)

51. (Currently Amended) A method for ~~using fitting room data to identify garment styles having~~
~~problems with fit or detailing~~ tracking consumer interest in merchandising locations in a retail
store comprising:

associating a radio frequency identification (RFID) tag with each garment of a plurality
of garments in the retail store, ~~wherein the RFID tag includes style information of its garment;~~

associating each RFID tag with style information of its associated garment;

scanning the RFID tagged garments to determine their merchandising locations in the
retail store before the RFID tagged garments are taken to a fitting room;

scanning RFID tagged garments that are taken to a the fitting room of the retail store by a
plurality of customers to determine tried-on RFID tagged garments;

correlating the tried-on RFID tagged garments to sales data to determine tried-on-but-not-
purchased RFID tagged garments; and

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displaying, for the tried-on-but-not-purchased RFID tagged garments, the frequency with which the tried-on-but-not purchased RFID tagged garments are tried on, style information of the tried-on-but-not-purchased RFID tagged garments, and the merchandising locations of the tried-on-but-not-purchased RFID tagged garments

~~compiling style information of the tried-on-but-not-purchased RFID tagged garments to identify garment styles having problems with fit or detailing.~~

52-53. (Canceled)